

Parking Permits Telephone Satisfaction Survey: August – October 2011

Between August and October a telephone satisfaction survey was conducted. The survey measured customer satisfaction for the handling of Parking Permit queries dealt with by customer service. 182 responses have been analysed.

How the survey works:

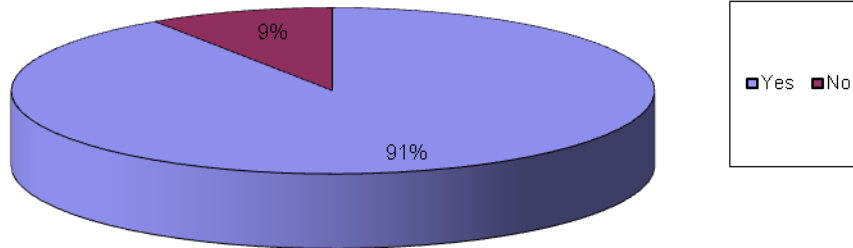
- When the call comes through on the telephony options (IVR), the customer is provided with a recorded message asking them to participate in a survey.
- If they select to take part, the system captures their contact telephone number & confirms this with the caller.
- The call will then come through to the Customer Service Adviser (CSA) as normal.
- Once the caller has hung up, the system will automatically call back the customer and proceed to ask the survey questions.
- Callers respond by using their telephone keypad.

Of the 182 responses gained, 76% of customers were happy to be called back to answer further questions about their survey scores. We attempted to call 59 customers for additional feedback and in total; we gained feedback from 30 customers.

Key Highlights

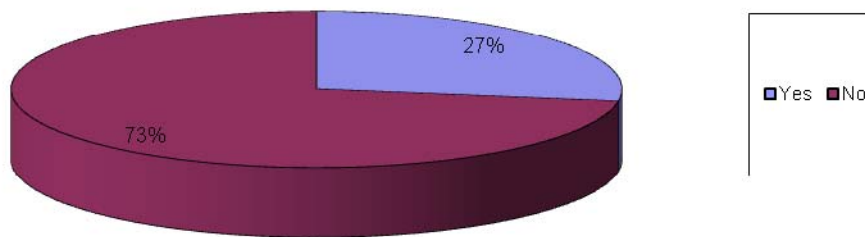
- 91% of callers felt their call was answered in a satisfactory time period
- 95% of callers felt the customer service adviser was helpful
- 90% of callers felt that the customer service adviser was friendly
- 94% of the callers surveyed scored the adviser as professional
- 77% of callers said that the first person they spoke with was able to deal with their query. Whilst Customer Services' target is to deal with 80% of queries at first point of contact, this is a promising start as the service was only taken on by Customer Services in June 2011

Was your call answered within a satisfactory time period?

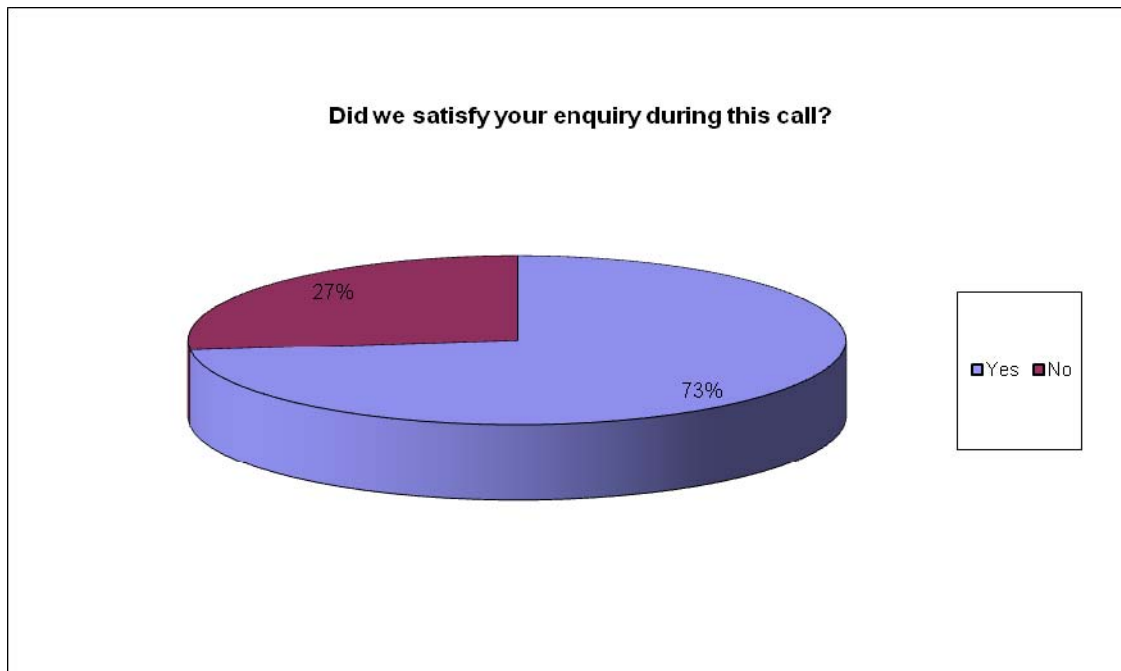


Of the callers that took part in the survey, 91% felt their call was answered in a satisfactory time period. This is above the Customer Service target to answer 80% of calls within 20 seconds.

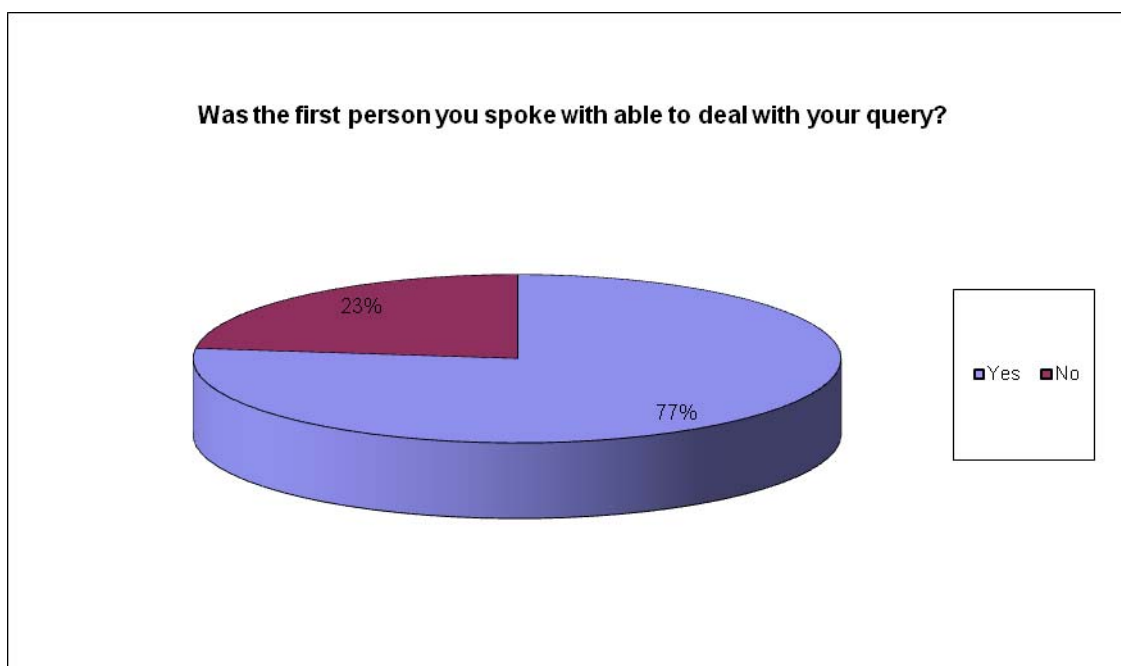
Based on this phone call, will you need to call the Council back?



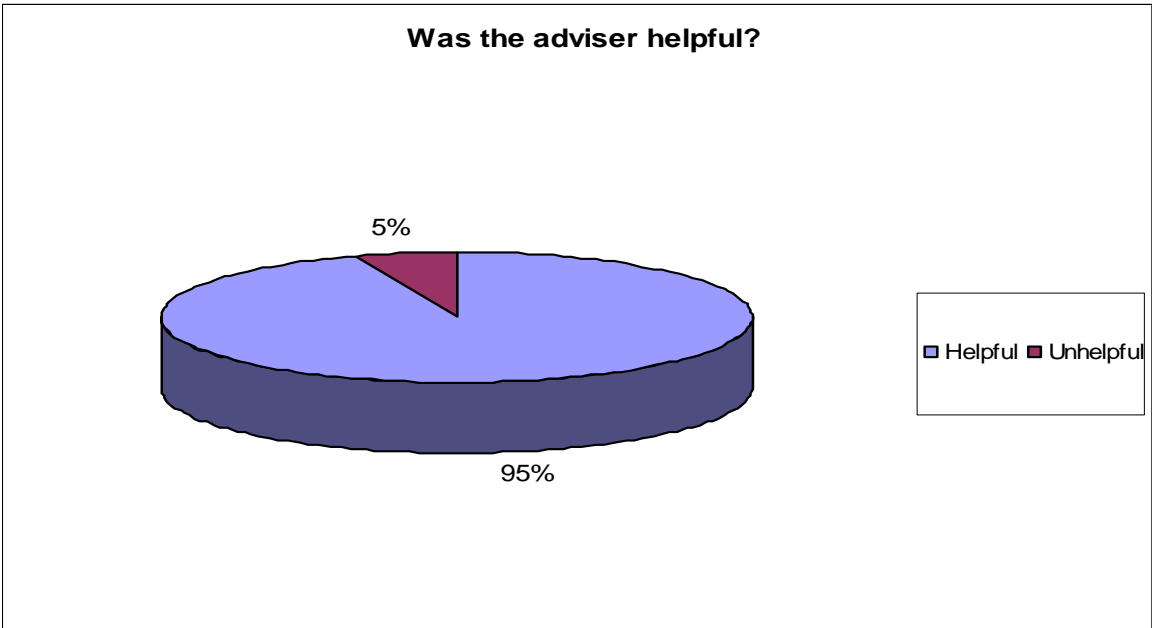
132 callers (73%) stated that based on their call, they would not need to call the Council back.



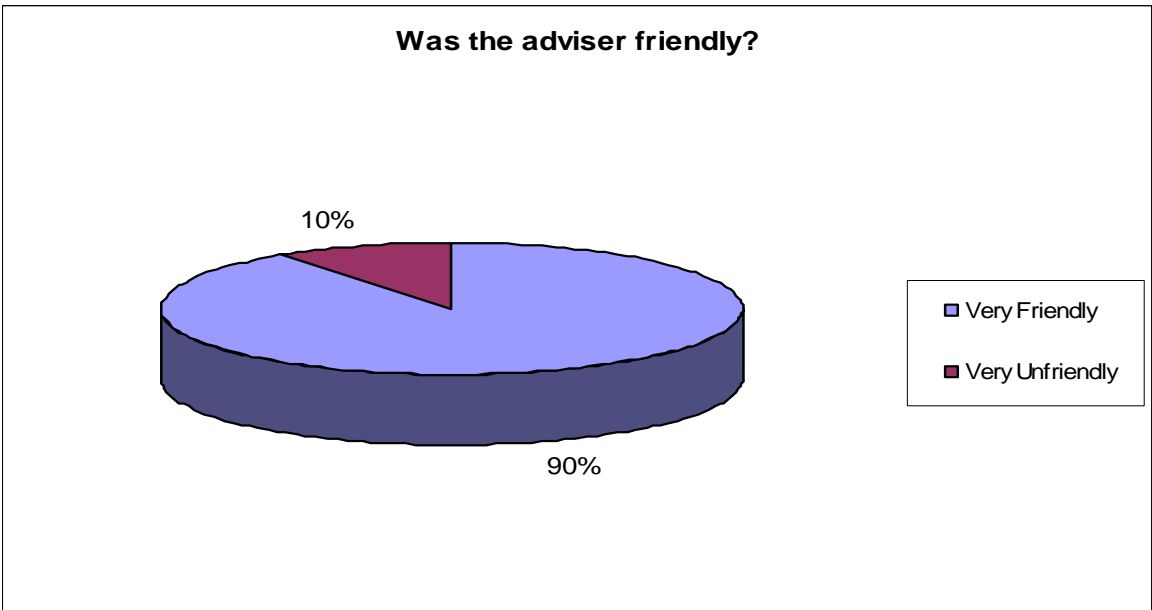
73% of the callers surveyed said their query was satisfied during the call.



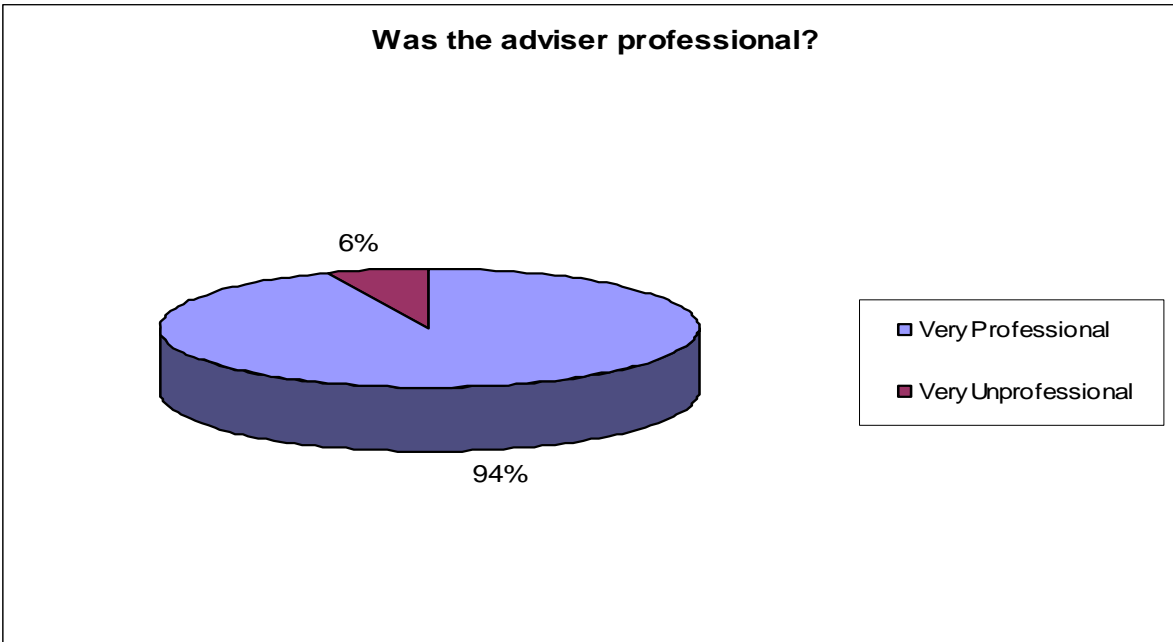
77% of callers said that the first person they spoke with was able to deal with their query.



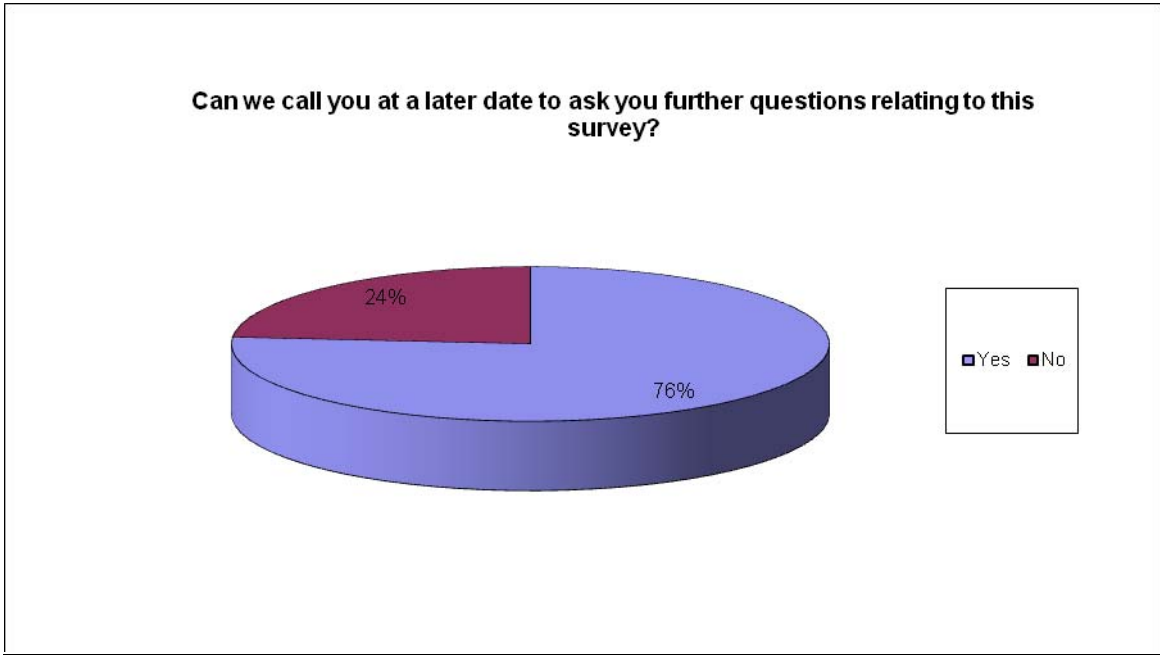
95% of callers felt the customer service adviser was helpful.



90% of callers surveyed scored the adviser as friendly. When asked for further feedback, 28% of the callers that scored the adviser as unfriendly did so because the adviser was unable to resolve their query at first point of contact.



94% of the callers surveyed scored the adviser as professional.



Action

To provide additional training for advisers who may have scored below average in the survey for customer resolution and friendliness.